Privacy Notice

Samsung Account U.S. Privacy Notice

Effective [March 29, 2021]

Samsung Electronics Co., Ltd., along with our affiliates and subsidiaries (collectively, “Samsung”), respects your concerns about privacy. This Samsung Account U.S. Privacy Notice applies to the personal information we obtain through your Samsung account and its services and features (collectively, “Services”). It does not apply to information collected by other apps, websites or services provided by Samsung.

This Privacy Notice supplements the Samsung Privacy Policy for the U.S. (available at https://account.samsung.com/membership/terms/privacypolicy) and provides additional information about how we may collect, use, and share your personal information in connection with our Services. In the event that any portion of this Privacy Notice conflicts with the Samsung Privacy Policy for the U.S., the relevant provisions of this Privacy Notice will govern.

Information We Obtain

Samsung account is your one-stop account to enjoy some of our Samsung services and features. When you first create a Samsung account, we may collect information such as your name, nickname, date of birth, gender, phone number, password and email address.

Once you set up your Samsung account and log in, you can use convenient features on your Samsung devices. When you use your Samsung account, we may collect and maintain information about you in various ways.

Information You Provide Directly

You may have the option to save information to your Samsung account, such as:

address for faster checkout when you make purchases on your Samsung mobile device, Smart TV or Samsung websites. We encrypt sensitive information (like your credit card details) for enhanced security; and

- when you save your personal information (e.g. name, phone number, email, mailing or shipping address) to fill in and use for participating Samsung or third party apps, websites, or services. You can back up user IDs & passwords to log in quickly using biometric authentication. Such biometric information is stored only on your device and Samsung does not collect or have access to this information.

You also may provide us information when you register a product through our product registration process.

In addition, when you contact customer service about the Services, your communications, including any information you provide regarding your identity and product or service you're contacting us about, may be collected.

Information We Collect While Using Specific Services

With your Samsung account, certain services and features become available. For example, you can back up your data and restore it anytime, or synchronize your data between your Samsung devices, share your profile and files with others, and find your device when it's lost. For these services and features to work, we need to collect certain information, including the following:

- **Sync and back-up**: Some features allow you to sync, back-up and restore your data on Samsung mobile devices and Smart TVs. For example, you can back-up or sync certain data to our cloud service. The data you choose to back-up or sync will automatically be sent to and stored by Samsung.

If you enable Call & text on other devices, we may collect information such as contacts, messages, and message and call logs so you can experience multi-device communication. To properly sync calls to your secondary device, we may momentarily access your calls to relay them to your secondary device in real time. We do not maintain a copy of these calls.

- **Membership benefits**: Your Samsung account makes coupons, discounts and gift cards available to you, and you can earn rewards points when purchasing Samsung products and services. We collect

You can connect and interact with other Samsung account users on our social media platforms, such as Samsung Members Community. We may collect content you provide through or on the Community, such as your profile information, posts and comments (including media you upload) and information on the products you register (including warranty information), as well as communication (including information you submit) with our customer team and other Community members (including the content of personal messages).

Group Sharing allows you to easily send files and other information, such as contacts and profile information to multiple Samsung Account users at once. We may collect the media you choose to send, as well as your contacts and your profile information.

- **Security**: Your Samsung account offers several security features, including Find My Mobile, Secure Wi-Fi, and Digital Key. If you choose to use these features, we may collect information such as your device's physical location; recent calls and text messages; touch interactions; your device unlock pin, password or pattern; subscription details; and digital key details.

- **Account and service linking**: Certain third party apps or services may allow you to link your Samsung account to that third party's account for easy log in and to access enhanced features. Note that such third-party websites, apps, services, and features may operate independently from Samsung and may have their own privacy notices or policies, which you should review to understand how they process your information.

- **Device and Service information**:
  - Hardware information: such as model, device name, device configuration and settings, connected devices, sales code, MCC (mobile country code); MNC (mobile network code) and when your device was first used or purchased;
  - Software information: such as version and configuration, and operating system version; and
  - Identifiers: such as IMEI, IP address, serial number, MAC address and other unique device or service identifiers (such as Android ID, Smart TV identifiers, variable unique

- **Log and usage information**: Diagnostic, technical, error, and usage information such as time and duration of your use of the Services, traffic usage, and touch interaction. When you use Digital Key, UWB (ultra-wideband), BLE (Bluetooth Low Energy), and NFC (near-field communication), we may collect this data.

- **Location information**: With your consent, your device's location information, such as GPS signal or nearby Wi-Fi access points and cell towers, is sent to us when you use other location-based Services.

- **Other information** about your use of your Samsung account, such as the features and services you use, purchase history and subscriptions, and how you interact with content offered through your Samsung account.

We may collect personal information about your online activities on websites and connected devices over time and across third-party websites, devices, apps and other online features and services. We may use third-party analytics services, such as Google Analytics and Firebase Analytics. The information we obtain may be disclosed to or collected directly by these providers and other relevant third parties who use the information, for example, to evaluate use of the Services and to help improve the Services. To learn more about Google Analytics, please visit https://www.google.com/policies/privacy/partners/. To learn more about Firebase Analytics, please visit https://firebase.google.com/policies/analytics.

How We Use the Information We Obtain

We may use the information we collect for the following purposes:

- to identify and authenticate you so you can use the Services;
- to improve and customize your experience with the Services, such as delivering content and responses tailored to you and the way you interact with the Services;
- to link your Samsung account to connected third-party devices, apps, features or services;
- to respond to your requests, inquiries, and instructions made through or about the Services;
- with your separate consent, to deliver advertising, including

- with your separate consent, we may use your location to notify you when you are near participating Samsung or third-party stores offering benefits or coupons; and/or
- to allow you to interact with and use participating Samsung and third-party apps and services.

We may use and combine the information we collect about you from our Services with data from other services or features you use, your devices, and other sources as well as information about your online activities on websites and connected devices over time and across third-party websites, devices, apps and other online features and services. If you consent to receive our marketing communications, we may combine information we collect about you from the Services with data from other Samsung services or features to provide you with marketing.

Information Sharing

As stated above, this Privacy Notice supplements the Samsung Privacy Policy (available at ,https://account.samsung.com/membership/terms/privacypolicy), which describes our information sharing practices.

Notice to California Residents

Californian consumers can find out more about their privacy rights in the "California Consumer Privacy Statement" section of the Samsung Privacy Policy available at https://account.samsung.com/membership/terms/privacypolicy.

Updates to This Privacy Notice

We will update this Privacy Notice to let you know if we change how we collect and process your information in our Services if we're required by law. The date when the document was last updated is shown at the top of this Privacy Notice.

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